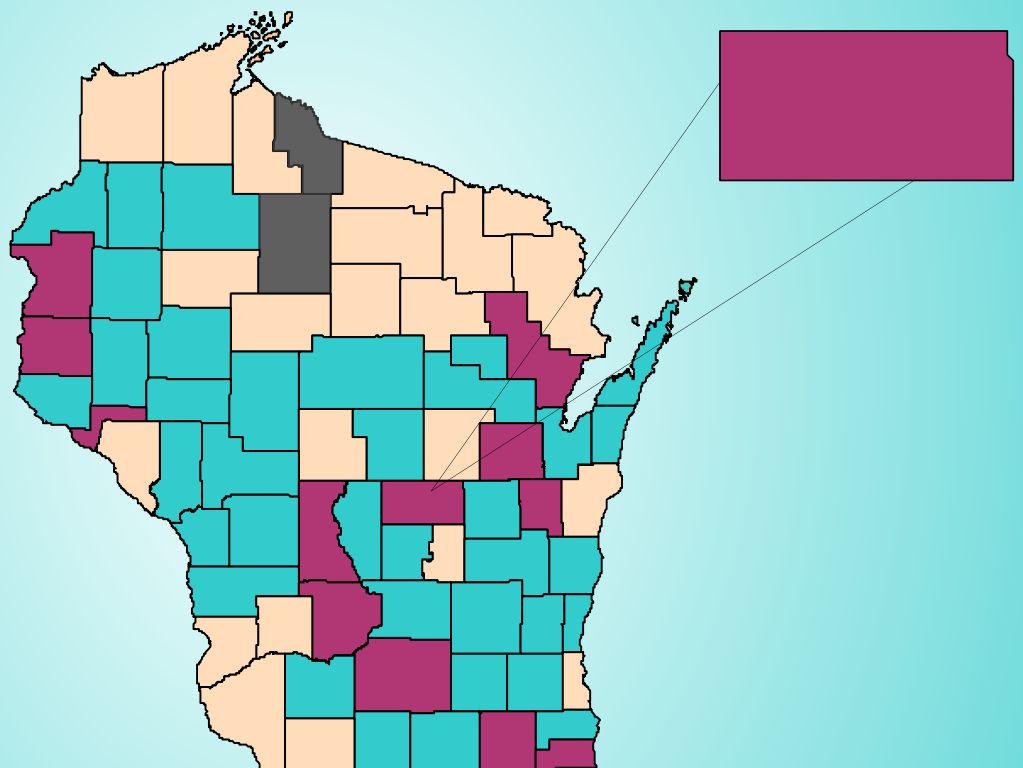


# Waushara County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

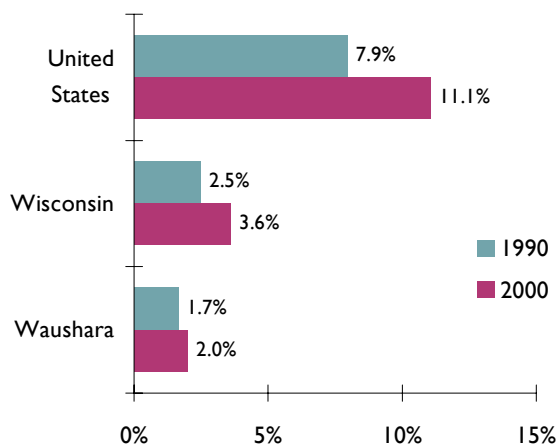
Since the Census in 2000, the population in Waushara County has grown 6.5 percent. However about one half of this growth has come from the addition of the prison in Red Granite which houses approximately 750 inmates. Counting the prison population, the county's growth rate was the second highest in the state, while excluding this population, the growth rate was probably about 3 percent. This is still well above state and national growth rates for the time period.

The doubling of population in the village of Red Granite is primarily the result of the prison. While the majority may be from the institutionalized population, it is probably safe to assume that some of the population increase there and in the surrounding communities is the result of new jobs created from the prison. This will most likely have a ripple affect on additional jobs as businesses may move or expand in the area to provide services for the new population.

The two sources of population growth are natural increase which is the number of births minus the number of deaths and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area.

It is not surprising to see how much growth in the county came from net-migration with the prison

**Share of Foreign-born Residents**

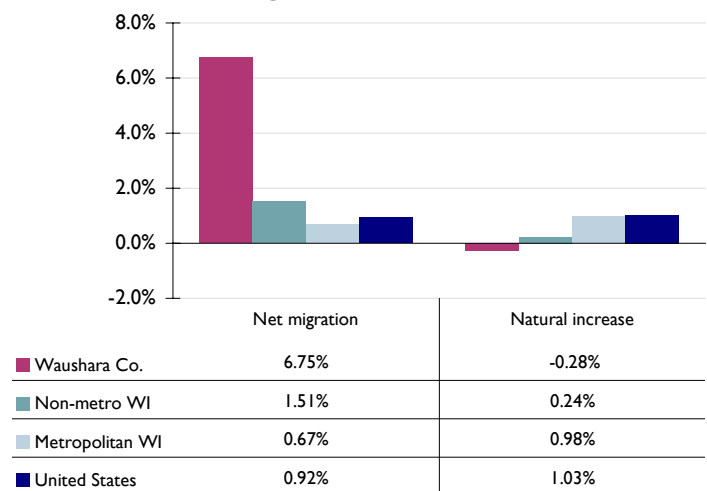


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Waushara County</b>	23,066	24,560	6.5%
<b>Largest Municipalities</b>			
Marion, Town	2,065	2,121	2.7%
Wautoma, City	1,998	2,118	6.0%
Redgranite, Village	1,040	2,001	92.4%
Springwater, Town	1,389	1,405	1.2%
Leon, Town	1,281	1,355	5.8%
Wautoma, Town	1,312	1,326	1.1%
Dakota, Town	1,259	1,273	1.1%
Mount Morris, Town	1,092	1,133	3.8%
Bloomfield, Town	1,018	1,027	0.9%
Aurora, Town	971	1,005	3.5%

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

opening, however, the population in the county actually decreased from natural causes as the number of deaths in the county exceeded births. This may be due to an older aged population in the county that is moving beyond the prime child bearing years. The median age at the 2000 Census was 42.1, almost seven years older than the nation's median age and six years older than the state average.

(Continued on page 2)

## Waushara County Workforce Profile

### Population Projections by Age Groups in Waushara County

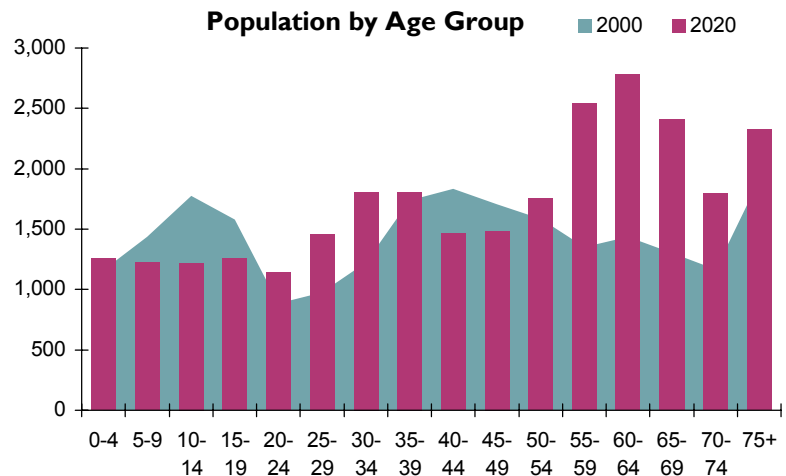
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	598	775	940	844	498	479	619	891	929	883	802	654	704	683	575	759
Female	564	662	836	736	387	496	603	850	906	826	782	695	730	623	590	1,147
<b>2005</b>																
Male	602	640	861	1,033	877	730	712	868	1,111	1,080	1,009	959	782	740	618	879
Female	575	604	739	854	585	464	568	674	943	1,002	934	929	781	722	575	1,225
<b>2010</b>																
Male	604	616	675	910	949	900	787	781	903	1,114	1,120	1,129	1,102	794	640	939
Female	577	588	639	728	647	672	517	620	731	1,021	1,108	1,088	1,029	751	643	1,226
<b>2015</b>																
Male	634	605	640	710	840	967	958	855	799	884	1,141	1,242	1,278	1,113	677	974
Female	606	577	613	620	541	735	729	557	666	786	1,117	1,269	1,189	978	660	1,268
<b>2020</b>																
Male	643	626	623	668	684	843	1,020	1,031	870	770	894	1,263	1,406	1,283	942	1,015
Female	614	598	596	590	456	612	790	774	595	713	862	1,278	1,377	1,124	855	1,311

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

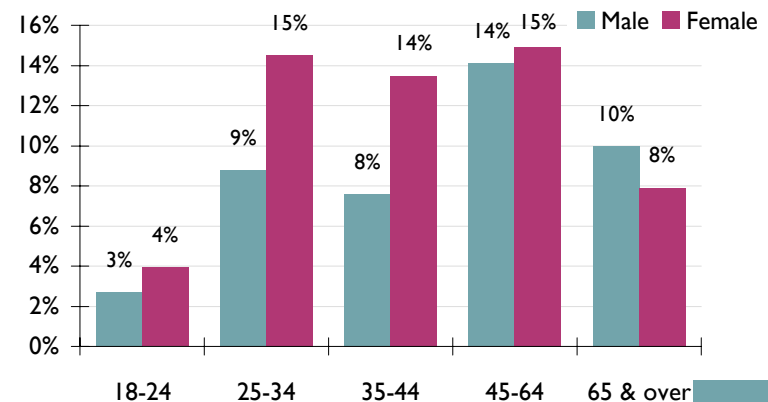
The share of foreign-born residents in Waushara County is quite low when compared to the state and nation. The percent of foreign-born rose only 0.3 of a percent to two percent.

The population projections on top of this page and the chart to the right do not include the new prison population in the county. It looks like a greater number of the population will be turning age 65 than age 18 sometime between 2010 and 2015. This is about seven years sooner than the state will experience this. Potentially this could result in a declining number of workers in the labor force. This could have an impact on business expansion or relocation to the area as there may not be enough potential workers in the labor force.

The breakout of the population with a bachelor's degree or higher is unusual in Waushara County. While the number of female graduates has increased in recent years in the state and nation to the point where approximately 65 percent of college graduates are women, Waushara County has a higher percentage of women in every category with the exception of the 65 and over age group. In the state population, 22.4 percent of population over age 18 has a bachelor degree or higher compared to 11.7 percent in Waushara.



### Percent of age group with at least a Bachelor's degree in Waushara County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

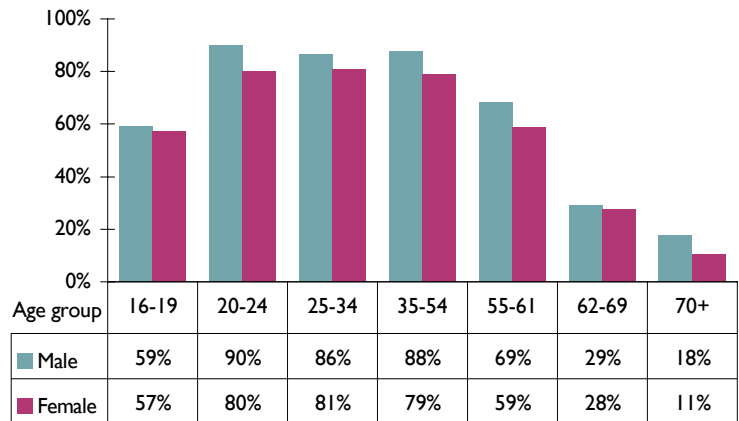
Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Waushara County is below the state and national average at 63.7 percent. The trend over the last five years has been a decline in the percent of workers in the labor force until 2000 then a slight increase. This may be related to additional job opportunities at the prison. However, the participation rate still remains quite low, this may be due to the aging in the population.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this age group are attending school on a full time basis. However this changes in the early twenties and normally peaks between the ages of 25 and 54 at which time the participation rate begins to decline as workers retire.

The participation rate for women has increased tremendously during the last half century when less

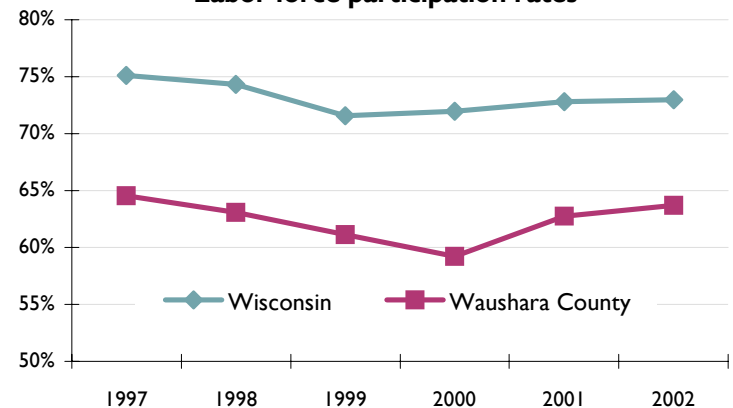
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**Waushara Labor Force Participation by Age & Sex in 2000**



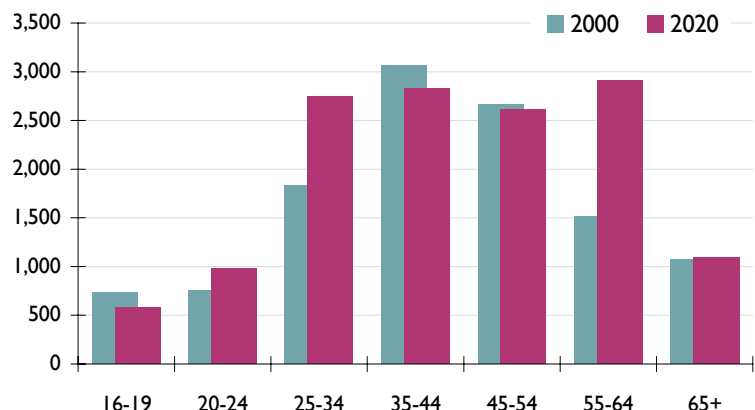
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Waushara County**



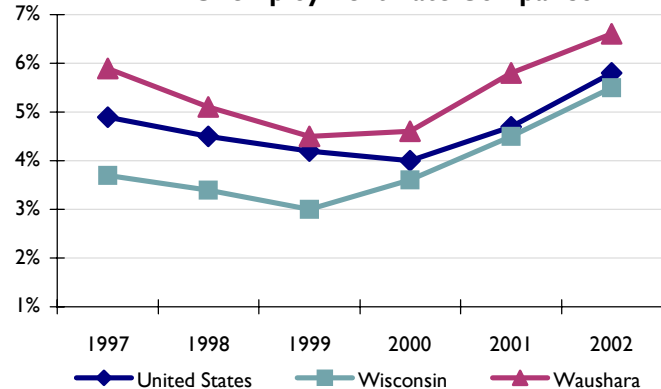
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Waushara County Workforce Profile

than 50 percent of women were in the labor force to now where the participation for women is nearly equal to men. While the percent of women in the labor force follows the same basic trends as men, it remains slightly below them in all of the age groups.

The county's labor force, employment and unemployment patterns have followed the state and nation during the last five years. However, the county has traditionally had a higher unemployment rate.

Unemployment Rate Comparison



Waushara County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	10,653	10,554	10,160	10,913	11,621	11,727
Employed	10,020	10,018	9,703	10,406	10,949	10,955
Unemployed	633	536	457	507	672	772
Unemployment Rate	5.9%	5.1%	4.5%	4.6%	5.8%	6.6%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in the wages and training requirements.

Generally the fastest growing occupations offer fewer job opportunities, but usually they provide substantially higher wages, and are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of positions in the area, so a small increase in jobs will result in a large percent increase, while list of most occupations already has a large number of jobs, so it is more difficult to obtain a high growth rate. Another difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings and openings created by workers leaving the occupations.

Fox Valley Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$19.11
	Desktop Publishers	Postsecondary voc. trng	\$16.74
	Medical Records/Health Info Techs	Associate degree	\$10.98
	Computer Software Engrs Apps	Bachelor's degree	\$31.19
	Network/Computer Systems Admin	Bachelor's degree	\$25.09
	Personal and Home Care Aides	1-month or less training	\$8.33
	Medical Assts	1-12 mo. on-the-job training	\$11.21
	Network Sysms/Data Comm Anal	Bachelor's degree	\$14.09
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.62
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$9.90
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.37
	Retail Salespersons	1-month or less training	\$10.25
	Cashiers	1-month or less training	\$7.62
	Waiters/Waitresses	1-month or less training	\$6.96
	Registered Nurses	Bachelor's degree	\$20.72
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$9.91
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.32
	Office Clerks/General	1-month or less training	\$10.62
	Stock Clerks/Order Fillers	1-month or less training	\$9.88
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.44

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Fox Valley WDA includes Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago counties.

Source: WI DWD, Bureau of Workforce Information, 2002

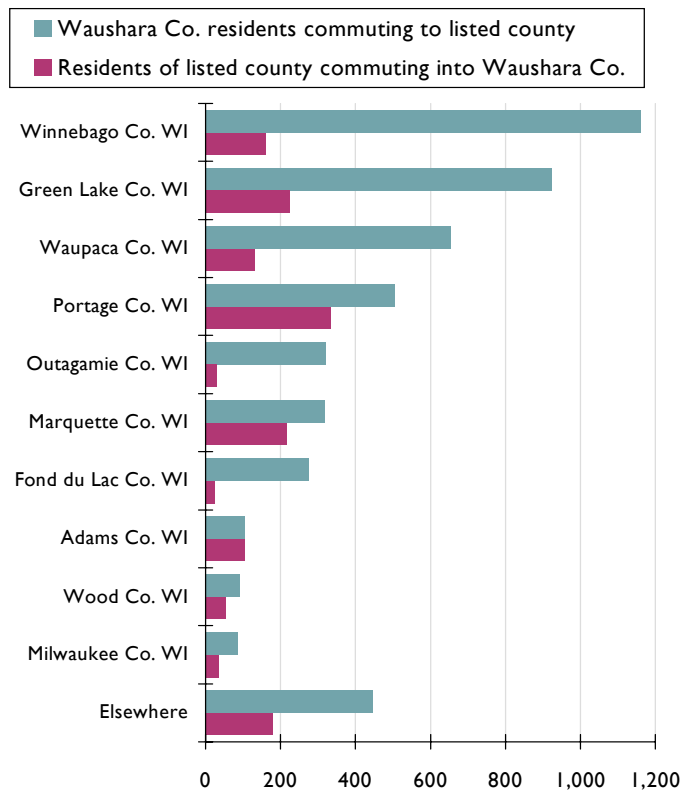
## County Commuting Patterns

Commuting patterns are one additional way of looking at a county's labor force. Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more

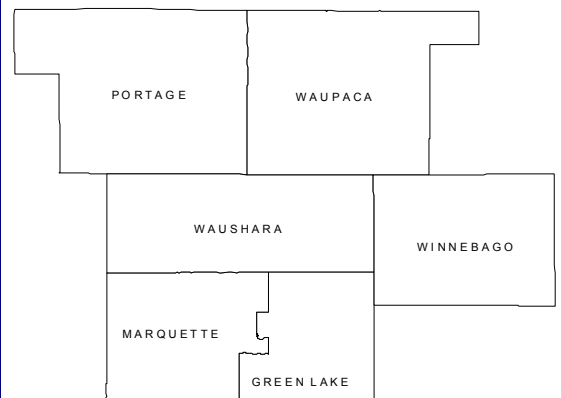
than just crossing a street or river. In other places there may be a substantial commute.

The most obvious pattern emerging when looking at the chart and table to the left about commuting patterns for Waushara County is that the county is an exporter of workers. While the largest exchange of workers is with Winnebago County, there is a great deal of interaction with neighboring counties on all sides of Waushara. It should be noted that this data is based on the 2000 Census, so there may be some changes since that time due to the prison opening in Red Granite. However, it is unlikely the prison has had a major impact on all of the county's commuting patterns. Most patterns have existed for many years and are usually quite long term, although the actual numbers and percent of population may change slightly. At the time of the census, there were nearly 3,400 more workers leaving the county for work than entering the county.

The large number going to Winnebago is fairly typical of an exchange between a rural county such as Waushara and a metropolitan county like Winnebago. Generally large metropolitan counties offer a wider variety of occupations and more opportunities for work along with higher wages than rural counties. Workers then work in the urban setting, but live in the rural area.



	Waushara Co. residents commuting to listed county	Residents of listed county commuting into Waushara Co.	Net gain or loss of workers
Winnebago Co. WI	1,162	163	-999
Green Lake Co. WI	926	224	-702
Waupaca Co. WI	654	131	-523
Portage Co. WI	505	334	-171
Outagamie Co. WI	321	30	-291
Marquette Co. WI	317	217	-100
Fond du Lac Co. WI	277	24	-253
Adams Co. WI	105	106	1
Wood Co. WI	91	53	-38
Milwaukee Co. WI	86	35	-51
Elsewhere	446	180	-266



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



## Industry Employment -

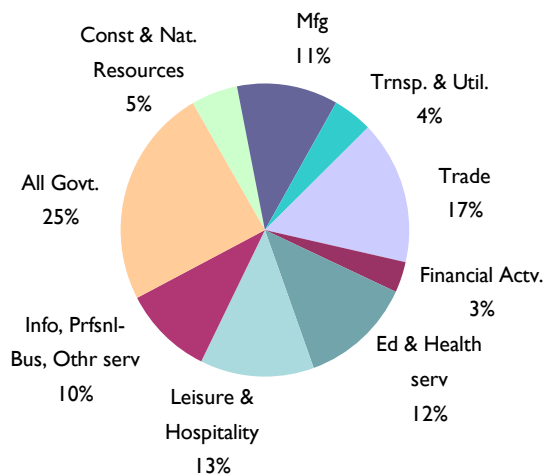
### Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Waushara County has 11 percent of its employment in manufacturing. This is very close to the national average and well under to the state average of 19 percent.

#### Waushara County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of

(Continued on page 7)

#### 2002 Industry Employment in Waushara County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	305	5%	Construction & Mining	5%
Manufacturing	677	11%	Manufacturing	12%
Transportation, warehousing & utilities	263	4%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	945	16%	Wholesale trade	4%
			Retail trade	23%
Financial activities	201	3%	Finance, insurance & real estate	4%
Information, professional & business services, other services	589	10%	Services & misc (incl. agr, forestry, fishing)	24%
Education and health services	727	12%	Government	24%
Leisure & hospitality	768	13%		
Government	1,448	24%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Waushara County Workforce Profile

the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and the additional data should be helpful in an area such as Waushara County, which is quite diversified in its industry makeup. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

The county has a very diverse group of industries in the ten largest industries. It includes manufacturing, healthcare, government, and industries related to tourism. This is less true for the ten largest employers in the county. Five of these businesses come from the government sector. Although the data is suppressed, the prison would be in the justice, public order and safety activity industry group.

### Top 10 Industry Groups in Waushara County

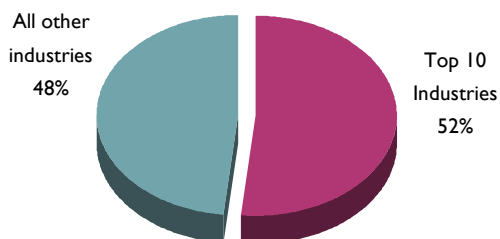
Industry Group	March 2003		Numeric change
	Employers	Employees	2002 - 2003
Educational Services	5	549	-9
Food Services and Drinking Places	47	517	-32
Executive, Legislative, & Gen Government	20	434	-39
Justice, Public Order, & Safety Activity	*	*	*
Crop Production	30	268	-1
Transportation Equipment Manufacturing	*	*	*
Nursing and Residential Care Facilities	8	209	-38
Food and Beverage Stores	8	204	-29
Truck Transportation	10	184	15
Machinery Manufacturing	*	*	*

\*data suppressed to maintain confidentiality

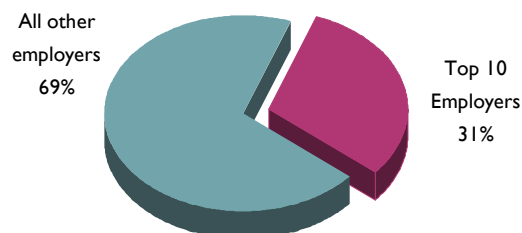
### Top 10 Employers in Waushara County

Company	Product or Service	Size
County of Waushara	Executive & legislative offices, combined	250-499
Department of Corrections	Correctional institutions	250-499
Wautoma Public School	School and employee bus transportation	250-499
Jason, Inc.orporated	Motor vehicle seating and interior trim manufacturing	100-249
Fleet Guard, Inc.	General purpose machinery manufacturing	100-249
Tri-County Area School	Elementary & secondary schools	100-249
Wild Rose Public School	Elementary & secondary schools	100-249
Plainfield Trucking, Inc.	General freight trucking, local	100-249
Nordic Hills, Inc.	Skiing facilities	100-249
The Copps Corp.	Supermarkets and other grocery (except convenience) stores	50-99

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Waushara County Workforce Profile

The average annual wage in all of the various industry groups in Waushara County are below the statewide average. This is fairly typical for a non-metropolitan county in Wisconsin. Generally wages are higher in the metropolitan areas and decrease as you get further from a metropolitan area. The overall average wage in the county was \$21,376 or about 66 percent of the state average.

The public administration industry had the highest average annual wages. This industry includes state, county and city government. The manufacturing industry had the second highest average annual wage in the county. This does not necessarily mean that these industries have the highest hourly wages, as that is only one factor in this compilation of wages. It also includes the number of

### Average Annual Wage by Industry Division in 2002

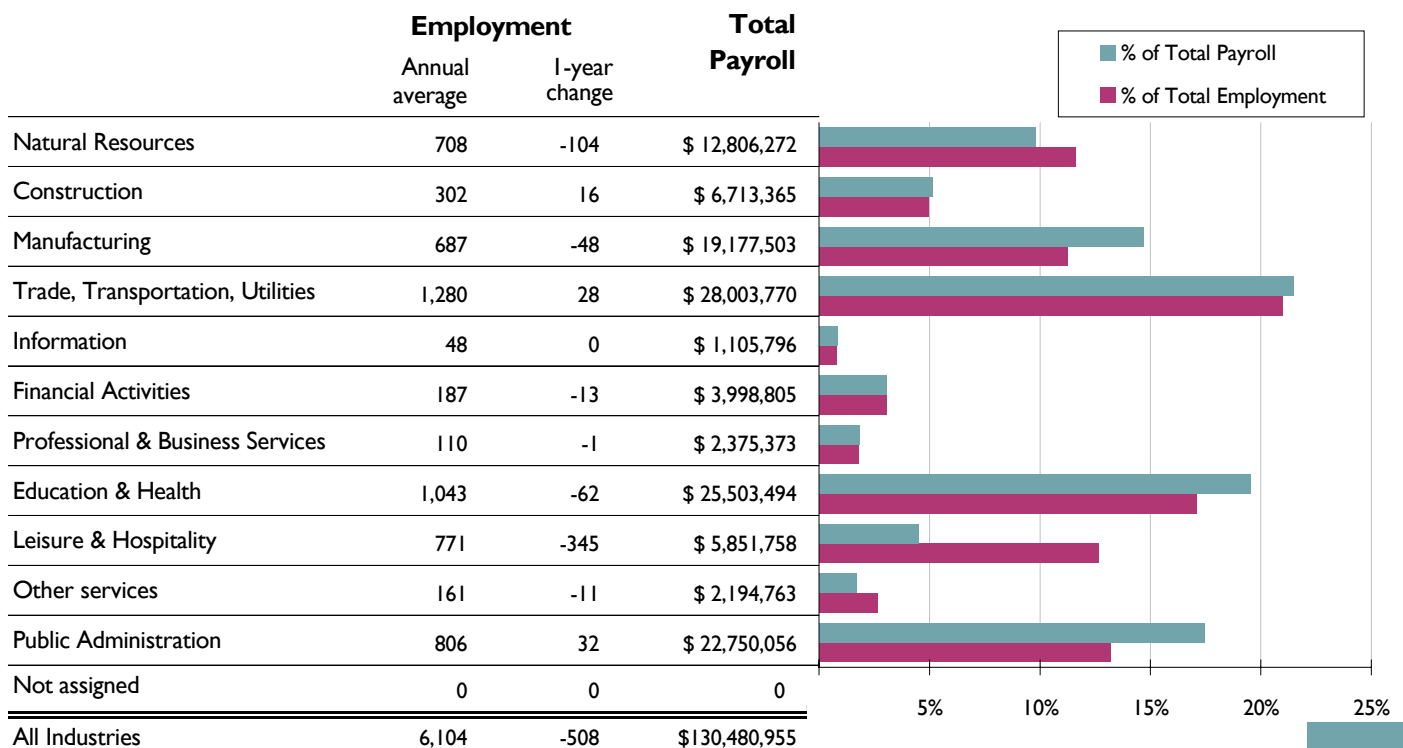
	Average Annual Wage		Percent of	I-year
	Wisconsin	Waushara County	Wisconsin	% change
All Industries	\$ 32,422	\$ 21,376	66%	9.8%
Natural resources	\$ 25,481	\$ 18,088	71%	5.0%
Construction	\$ 39,649	\$ 22,230	56%	6.6%
Manufacturing	\$ 40,584	\$ 27,915	69%	9.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,878	77%	1.8%
Information	\$ 38,871	\$ 23,037	59%	5.8%
Financial activities	\$ 40,337	\$ 21,384	53%	8.1%
Professional & Business Services	\$ 36,324	\$ 21,594	59%	8.2%
Education & Health	\$ 33,768	\$ 24,452	72%	1.6%
Leisure & Hospitality	\$ 11,837	\$ 7,590	64%	43.6%
Other services	\$ 19,500	\$ 13,632	70%	4.0%
Public Administration	\$ 33,769	\$ 28,226	84%	3.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

hours worked and the possibility of over time.

Employment is highest in the trade, transportation and utilities industries with 1,280 workers. However the next four industry groups are really very close in employment levels.

### 2002 Employment and Wage Distribution by Industry in Waushara County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

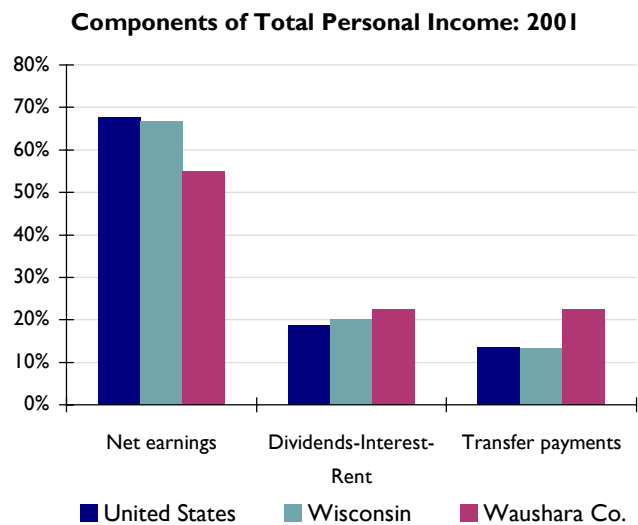
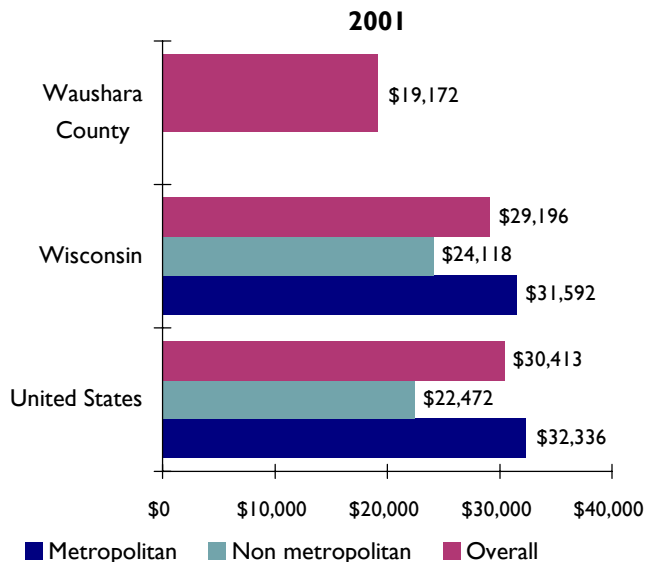
The majority of PCPI in Waushara County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent of income from net earnings is lower than the state and national average. How-

ever this is offset with a greater percent coming from dividends, interest and rent payments, and transfer payments. This may represent the high portion of an older and retired population in the county

PCPI in the county is \$19,172. This is below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI over the last year has declined, and was below the state and the nation. This is most likely the inclusion of the prison population in this data though.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Waushara County	\$16,508	\$17,411	\$18,056	\$18,391	\$19,209	\$19,172	-0.2%	16.1%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

[richard.seidemann@dwd.state.wi.us](mailto:richard.seidemann@dwd.state.wi.us)